

Knowing what a tourists' information needs : Adaptive interfaces to cultural differences through analyzing destination image

Yi Ling Lin

National Chengchi University

yl_lin@nccu.edu.tw

Chi Ting Cheng

National Chengchi University

gtim811554@gmail.com

Abstract

Recognizing cross-cultural tourists' behaviour is key factor for tourism market. Destinations image is a set of impressions of a place and an important influence not only in the selection of destinations but on tourist behaviour. The contents of the most website is often hard to meet user' information needs due to mismatched information provided by the websites. The purpose of this study is to discover the relationship between impression and information needs through analyzing destination image in tourism in Taiwan. Apart from the traditional questionnaire approaches, this study adopts text-mining techniques to verify results. Managerial implications of these findings, and to recommend the Ministry of Transportation and Communications R.O.C. (MOTC) to adaptively provide diverse information to satisfy tourists.

Keywords: impression, information needs, destination image, cross-cultural, adaptive interfaces